

MI Great Bay, Inc. Meeting Notes
Wednesday, January 30, 2008

Present: Lori Amo, Clark Elftman, Mike Evanoff, Chuck Frost (via conference call), Jim Koski and Shirley Roberts

Shirley called the group to order at 1:05 p.m. and reminded those present we agreed to dedicate this meeting to organizational structure.

By-Laws:

The majority of the discussion revolved around draft By-Laws developed by Jim Hergott. The revised document is attached. Additions are indicated in bold and underlined type.

Those present questioned the necessity of paragraphs 5.5.3 Expenses and 5.5 Advancement of Expenses. All agreed more input from others on the committee and formal review by an attorney are required before approving By-Laws.

Membership:

Following much discussion, it was agreed the Board of Directors should be comprised of no more than two (2) representatives of each of the six (6) participating counties. Representatives will be gleaned from destination marketing organizations, chambers of commerce, economic development corporations or may be appointed by county boards of commissioners.

An Executive Committee will consist of one representative of each participation county and the President of the organization.

Other:

- The MDEQ (per Jim Bredin) has again requested a federal earmark for \$520,000 to support the Saginaw Bay Coastal Initiative. \$40,000 has been requested for “tourism promotion coordination.”
- East Central Michigan Planning & Development Region is promoting a “Regional Non-Motorized Trails Charrette” on February 20, from 6:30 to 8:30 p.m., at the Bay County Community Center. Discussion will focus on the counties of Arenac, Bay and Saginaw. (Contact Anamika Laad; 989.797.0800; anamikallad@hotmail.com)
- Brandon Schroeder, Michigan Sea Grant, is coordinating a meeting of charter boat fishermen and tourism professionals to develop a “marketing message/strategy for the Lake Huron fishery.”
- The agenda for the next MI Great Bay meeting (February 27) should include the following: (1) Revised By-Laws, (2) Funding, (3) Watershed Initiative Network grant proposal.

Meeting adjourned at 2:45 p.m.

Shirley Roberts
Recorder

**Saginaw Bay Coastal Initiative
MI Great Bay, Inc. Meeting Summary
Wednesday, February 27, 2008**

Present: Lori Amo, Clark Elftman, Mike Evanoff, Chuck Frost, Jim Hergott, Shirley Roberts, John Cummings and Jim Bredin

The group was called to order at 1:05 p.m. and reminded that we agreed to dedicate this meeting to developing the organizational structure and discussing potential funding.

Funding:

The group discussed the possibility of developing and presenting funding proposals to both Saginaw Bay WIN and the DEQ Coastal Management Program. The discussion revolved around the issues identified by Saginaw Bay WIN after earlier proposals were submitted. The group decided that, at this time, we would not develop a proposal for MI Great Bay but rather focus on finalizing the organizational structure. Members of the group did indicate that they may submit proposals that would compliment the efforts of the group.

By-Laws:

The majority of the discussion revolved around draft by-laws. After the last meeting, Jim Hergott received a number of comments on the draft. At the meeting the group agreed to strike Sections 5.3 and 5.5 and made other minor revisions. The group asked Jim Hergott to include a dissolution clause. Jim Hergott agreed to make the revisions and will provide the group with a revised version. The group agreed that at the March meeting we will make final revisions to the by-laws and at the April meeting the county representatives as appointed by the counties (**Clark Elftman-Huron County, Chuck Frost-Tuscola County, Shirley Roberts-Bay County, Jim Koski-Saginaw County, Joseph Sancimino-Arenac County, and Tom Ferguson-Iosco County**) will be asked to approve the document.

Following discussion, it was agreed the Board of Directors should be comprised of no more than two (2) representatives of each of the six (6) participating counties. Representatives will be gleaned from destination marketing organizations, chambers of commerce, economic development corporations or may be appointed by county boards of commissioners. The group also agreed that the final determination of each county's representatives will be made by current county representatives (see current county representative list above).

The group also discussed the pros and cons of incorporating under 501(c)3 or 501(c)6 of the IRS code. The group agreed to pursue a 501(c)3 designation because it would allow greater flexibility for the group to seek outside funding.

Jim Hergott will also be looking into having an attorney review the documents prior to the April meeting.

Other:

- John Cummings presented the progress to date on his study of Saginaw Bay access points in Arenac county.

- Jim Hergott mentioned that the Saginaw Bay RC&D is considering seeking funding to undertake a road ending project for all of Saginaw Bay that would compliment Arenac County's project.
- Chuck Frost may develop a funding proposal for his organization that would compliment our effort.
- The agenda for the next SBCI MI Great Bay meeting (March 26th) should include the following: (1) finalizing MI Great Bay By-Laws, (2) discussion of group funding alternatives such as membership dues and potential grants, 3) getting final approval of the by-laws.

The next meeting of the work group is scheduled for Wednesday, March 26th at 1:00 at the Bay Area Convention and Visitor Bureau at 901 Saginaw Street in Downtown Bay City in the Commerce One Building.

Meeting adjourned at 3:00 p.m.

**Saginaw Bay Coastal Initiative
MI Great Bay, Inc. Meeting Summary
Wednesday, March 26, 2008**

Present: Lori Amo, Clark Elftman, Mike Evanoff, Chuck Frost, Jim Hergott, Shirley Roberts, David Lorenz, Jim Koski Joseph Sancimino and Jim Bredin. Matt Smar joined by phone.

The group was called to order at 1:05 p.m. and reminded that we agreed to dedicate this meeting to finalize the draft by-laws and discussing potential funding.

By-Laws:

Prior to the meeting Jim Hergott distributed the revised draft by-laws to the appointed county representatives (Clark Elftman-Huron County, Chuck Frost-Tuscola County, Shirley Roberts-Bay County, Jim Koski-Saginaw County, Joseph Sancimino-Arenac County, and Tom Ferguson-Iosco County) and asked for comments. Comments were received from Chuck Frost and Tom Ferguson. Those comments are summarized on the attachment to this summary.

The group members were provided with the actual comments received. The group discussed in detail the comments received from Iosco County. Chuck Frost provided the group with a discussion of his comments.

The group discussed the comments in detail and agreed to the following:

- 1) The group members agreed to move ahead with a formal organization.
- 2) At this time the by-laws do not call for financial contributions from the member counties, no changes were made.
- 3) The proposed organization would be a directorship, not membership organization.
- 4) The bylaws do include a clear and concise statement as to the purpose of the organization (Article I.1.4).
- 5) Expected outcomes and activities of the organization will be at the discretion of the members of the organization.
- 6) If Saginaw County desires, the County should consider a member of the organization.
- 7) Iosco County is invited to be a member, if they so choose.

The county representatives present at the meeting indicated support for moving ahead with the organization and agreed to have a formal vote on the by-laws at the next meeting.

Jim Hergott and Jim Bredin agreed to contact Iosco County to provide details of the group discussion and to determine if Iosco County is interested in moving forward with the group.

As agreed at the February meeting the group does plan to make a final decision at the April meeting.

The group also discussed the pros and cons of incorporating under 501(c)3 of the IRS code. The group agreed to pursue a 501(c)3 designation because it would allow greater flexibility for the group to seek outside funding.

Funding:

Jim Hergott discussed the possibility of developing a Saginaw Bay access proposal that would be submitted to the DEQ Coastal Management Program. Jim Hergott mentioned that the proposal would compliment the current Arenac County project.

The group agreed that the agenda for the next SBCI MI Great Bay meeting (April 30th) would be the final approval of the by-laws.

The next meeting of the work group is scheduled for Wednesday, April 30th at 1:00 at the Bay Area Convention and Visitor Bureau at 901 Saginaw Street in Downtown Bay City in the Commerce One Building.

Meeting adjourned at 3:00 p.m.

Summary of Comments

Tom Ferguson, Michigan's Sunrise Side, Inc.

I would like to put forth the following observations, concerns and discussion regarding the SBCI Tourism effort.

- Did not envision a formal, structured organization with bylaws, officers and directors.
- Would like to see a clear and concise statement as to the purpose, expected outcomes and timeline for implementation, rather than spending time on the development of a set of bylaws.
- Recommended that instead of bylaws, a Memorandum of Understanding between the six counties be developed that states that the effort to "brand" the Saginaw Bay as a travel destination be simply a web site portal. Once implemented, then an advertising campaign could be developed by those who wish to financially participate.
- Creating another Destination Marketing Organization (DMO) or Regional Tourism Association (RTA) leaves some feeling threatened as to why another marketing effort is being created.
- Can utilize the Travel Michigan web site and any marketing they may be able to provide.
- Concern regarding Saginaw County – not a coastal county
- The County of Iosco will not be participating financially in this project.

Chuck Frost, Thumb Area Tourism Council, Inc.

- The by-laws should be amended to acknowledge that there are already at least seven formal tourism promotion organizations currently operating within this region.
- A statement that this new organization will not take any action that could cause financial harm to those organizations already in existence.

**Saginaw Bay Coastal Initiative
MI Great Bay, Inc. Meeting Summary
Wednesday, April 30, 2008**

Present: Lori Amo, Clark Elftman, Mike Evanoff, Jim Hergott, Shirley Roberts, Joseph Sancimino, Matt Smar and Jim Bredin.

The group was called to order at 1:05 p.m. and were reminded that we agreed to dedicate this meeting to voting on the by-laws for the MI Great Bay organization and discussing a draft funding proposal developed by the Saginaw Bay RC&D.

MI Great Bay By-Laws:

The group discussed the draft by-laws at the last meeting. The appointed county representatives (Clark Elftman-Huron County, Chuck Frost-Tuscola County, Shirley Roberts-Bay County, Jim Koski-Saginaw County, Joseph Sancimino-Arenac County, and Tom Ferguson-Iosco County) agreed at the last meeting to vote on the by-laws at this meeting.

With representatives of Saginaw, Huron, Arenac and Bay counties present, a motion was made to accept the by-laws as presented. Saginaw, Huron, Arenac and Bay counties representatives all vote affirmatively to the approval of the by-laws. Representatives of Tuscola and Iosco counties were not present.

The counties voting affirmatively agreed that if other counties would like to be a member of the MI Great Bay organization that they could provide written notification of their intent.

The MI Great Bay members agreed to the following:

- 1) the organization would have their next meeting on June 26th at 1:00 pm at the Bay Area Convention and Visitor Bureau at 901 Saginaw Street in Downtown Bay City in the Commerce One Building.
- 2) Under the by-laws each member county can appoint 2 members to the MI Great Bay organization. The county representatives agreed to provide the names of those appointed at the June 26th meeting. All appointed members are encouraged to attend the June 26th meeting.
- 3) At the June 26th meeting the organization will consider election of officers.
- 4) At the June 26th meeting the group will discuss moving forward with filing for nonprofit status, 501(c)(3), with the IRS. Jim Hergott, Joe Sancimino and Shirley Roberts agreed to work on this effort.
- 5) As required by the IRS, the MI Great Bay organization will initiate development of a 3-year organization budget for submittal with the nonprofit filing.

Funding:

Jim Hergott discussed a draft application for a Saginaw Bay access proposal to be submitted to the DEQ Coastal Management Program. This proposal has a number of components that would be of significant assistance to the development of the MI Great Bay. Jim Hergott indicated that the proposal would compliment the current Arenac County project.

Next Meeting:

Please note a change of date - The next meeting of the work group is scheduled for Thursday, June 26th at 1:00 at the Bay Area Convention and Visitor Bureau at 901 Saginaw Street in Downtown Bay City in the Commerce One Building.

Meeting adjourned at approximately 3:00 p.m.

MI Great Bay, Inc. Meeting Notes
Wednesday, June 26, 2008

Present: Lori Amo, Clark Elftman, Mike Evanoff, Jim Hergott, Joseph Sancimino and Shirley Roberts

Shirley welcomed everyone and Jim called the meeting to order at 1:05 p.m.

Membership:

Jim reminded those present of the decisions made at our last meeting, namely that the By-Laws were accepted by representatives of Arenac, Bay, Huron and Saginaw Counties. In addition, it was agreed that Jim Bredin would contact the representatives of Iosco and Tuscola Counties to inform them of our action and invite them to become members of MI Great Bay.

Tuscola Response—Chuck Frost on behalf of the Thumb Area Tourism Council explained he was seeking a resolution from the Tuscola County Board of Commissioners regarding membership. Chuck stated he would recommend membership provided the DEQ agree that (1) no harm would come to the Thumb Area Tourism Council as a result of MGB (MI Great Bay) actions and (2) the Thumb Area Tourism Council would not be asked to contribute financially to MGB. Furthermore, Chuck stated he would not physically attend meetings until such time as MGB agreed to provide mileage reimbursement for its members.

Iosco Response—Tom Ferguson on behalf of the Sunrise Side Association explained that Iosco County intends to be a member of MGB provided no financial investment would be expected of it.

Following much discussion, it was agreed that the organization as it has been created will require some financial investment (to be determined) on the part of its members. Because the representatives of Tuscola and Iosco Counties expressly stated they would not join MGB if a financial investment was required or expected, the organization has no choice but to decline their participation at this time. So as not to preclude involvement from the two counties entirely, Jim Hergott will work with Jim Bredin to communicate directly with a member of each county's Board of Commissioners to explain membership options.

County Representatives:

As of today, the following individuals represent the membership counties on MI Great Bay:

Huron—Clark Elftman

Arenac—Joseph Sancimino

Bay—Mike Evanoff and Shirley Roberts

Saginaw—Lori Amo and Jim Koski

Second representatives for Arenac and Huron will be nominated at the next meeting.

Officers:

Tabled until such time as all counties have full representation.

Non-Profit Status:

All present agreed to pursue non-profit status. Shirley and Joe will meet to discuss in the next few weeks and will have a report at the next meeting.

Budget:

Three years of projected financials are required for the non-profit application. Jim Hergott recommended passing funds for website development (for example) through MGB to establish a history of financial transactions. Shirley

also mentioned the possibility of receiving funds from the federal earmark requested by the DEQ for tourism development and promotion.

Coastal Zone Management Grant Application:

Jim explained the RC&D submitted a timely application for funding through the Coastal Zone Management program. Total projects included are expected to cost \$115,000 including \$10,000 to produce a brochure, \$15,000 for a website, \$15,000 for public outreach and \$5,000 for logo development. Jim believes the effort will yield some funding.

Future Meetings:

The group agreed to continue meeting on the last Wednesday of every month, but agreed to change the meeting time to 2:00 p.m. Future meetings have been set for the following dates and will be held at the Bay City CVB's new offices at the Pere Marquette Depot (919 Boutell Place).

July 30, August 27, September 24 and October 29. Meetings in November and December are TBD.

Meeting adjourned at 2:45 p.m.

Shirley Roberts
Recorder

MI Great Bay, Inc. Meeting Notes
Wednesday, July 30, 2008

Present: Clark Elftman, Mike Evanoff, Jim Hergott, Joseph Sancimino, Jim Bredin and Shirley Roberts

Shirley welcomed everyone and Jim called the meeting to order at 2:05 p.m.

Membership:

Jim Hergott sent letters to Tuscola and Iosco County regarding responses from the representative for those counties as to membership in MI Great Bay, Inc. Jim Hergott agreed to contact the County Commissioners in those counties regarding their representation.

On July 28, 2008, Chuck Frost, representing Tuscola County, sent an email note to Jim Bredin indicating that due to the conflict between his work to promote Michigan's Thumb area and the MI Great Bay, Inc. he felt it was best to discontinue his involvement.

County Representatives:

The group discussed the individuals representing the membership counties on MI Great Bay:
To date the following members have been appointed:

Huron—Clark Elftman
Arenac—Joseph Sancimino
Bay—Mike Evanoff and Shirley Roberts
Saginaw—Lori Amo and Jim Koski

Both Huron and Arenac counties hope to have their second members identified prior to the next meeting.

Officers:

A motion was made to nominate Lori Amo as President but because she wasn't present the motion failed. Further action on officers was tabled until such time as all member counties have full representation.

Non-Profit Status:

All present agreed to pursue non-profit status. Shirley and Joe met prior to the meeting to discuss suggestion for moving forward. The members discussed the options of moving forward as a charity versus a foundation. The group tentatively agreed to file as a foundation. Shirley and Joe will develop the necessary IRS application for action at the next meeting.

Budget:

The members present agreed to request \$100 from each member county for the first year operation. Of that, \$300 would cover the IRS filing fee. The members present agreed to request the funding through their counties.

Coastal Zone Management Grant Application:

Jim explained the RC&D submitted an application for funding through the Coastal Zone Management program. The project is focused identifying road ends in the coastal counties. The project will have significant side benefits to the MI Great Bay, Inc. efforts. Total projects included are expected to cost \$115,000 including \$10,000 to produce a brochure, \$15,000 for a website, \$15,000 for public outreach and \$5,000 for logo development. Jim believes the effort will yield some funding.

Future Meetings:

The group agreed to continue meeting on the last Wednesday of every month, but agreed to change the meeting time to 1:30 p.m. Future meetings have been set for the following dates and will be held at the Bay City CVB's new offices at the Pere Marquette Depot (919 Boutell Place).

August 27, September 24 and October 29. Meetings in November and December are TBD.

Meeting adjourned at 3:30 p.m.

Jim Bredin
Recorder

MI Great Bay, Inc. Meeting Notes
Wednesday, August 27, 2008

Present: Lori Amo, Clark Elftman, Mike Evanoff, Jim Hergott, Helen Pasakarnis, Joseph Sancimino, Matt Smar and Shirley Roberts

Shirley welcomed everyone and Jim called the meeting to order at 1:40 p.m.

Membership:

Shirley reminded everyone that, to date, the following counties have agreed to be members of MI Great Bay, Inc.: Arenac, Bay, Huron, Iosco and Tuscola. Helen Pasakarnis, TIFA Director for the City of East Tawas and a member of "Develop Iosco," has agreed to join to represent Iosco County.

The group anticipates receiving formal nominations for the following additional county representatives at its September meeting:

Arenac	Andy Radatz, Standish Chamber of Commerce	Nominated by Joe Sancimino
Huron	TBA	Nominated by Clark Elftman
Iosco	TBA	Nominated by Helen Pasakarnis
Tuscola	Roy Petzold, County Commissioner	Nominated by Jim Hergott

Officers:

Those present agreed to the following slate of officers:

President	Shirley Roberts
Vice President	Clark Elftman
Secretary	Lori Amo
Treasurer	Joe Sancimino

A motion to accept the slate of officers as presented was moved and supported. It passed unanimously.

Non-Profit Status:

Nothing to report at this time.

Budget:

Joe Sancimino presented a check for \$100 on behalf of Arenac County. Checks should be made out to MI Great Bay, Inc. c/o the Bay City Convention & Visitors Bureau, 919 Boutell Place, Suite 100, Bay City, MI 48708

Coastal Zone Management Grant Application:

Matt Smar explained CZM declined to fund the RC&D grant application in support of MI Great Bay. The organization would like to wait until a road end inventory project is completed in Arenac County. Further, they would like a future application to focus on road ends that can be developed and/or promoted as public access sites and they would like private property owners and/or organizations to be involved in the process.

Jim Hergott believes there are other options for funding. Following much discussion, the group agreed that it may be appropriate to forward the road end inventory to the "Access" committee and proceed to identify funding for the remaining activities (i.e., website). An application to the Saginaw Bay WIN is anticipated in the fall.

Matt shared a copy of the Ohio Coastal Atlas and announced his office is very interested in publishing a similar book for Michigan. Saginaw Bay will likely be the first area of study.

Other Business:

The following are marketing/promotional activities the group agreed would be appropriate for an initial plan/budget:

Logo development (depicting location/geography and focusing on outdoor recreation)

Update asset inventory

Develop website (include suggested itineraries; targeted launch in March '09)

Produce & distribute postcards promoting the MI Great Bay website

Organize a FAM tour of the region

Meeting adjourned at 2:45 p.m.

Shirley Roberts
Recorder

Future Meetings:

The last Wednesday of every month at 1:30 p.m. at the Pere Marquette Depot in Bay City (919 Boutell Place).

September 24 and October 29, 2008—Meetings in November and December are TBD.